



Headwaters
arts

VALUING HEADWATERS ARTS

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The Issues:

- 1) How to improve Caledon's grant funding model for the Arts & Culture sector
- 2) Funding to maintain and grow the Headwaters Arts organization

Background:

- 1) A non-profit formed in 2008, renting space in the Alton Mill Art Centre
- 2) Mission is to promote the development, appreciation and enjoyment of the arts through monthly art shows, fund-raising events, youth scholarship program
- 3) Membership: 150+ primarily from Caledon, followed by Dufferin County and GTA. Non-Caledon members attract outside visitors to our region

What We Do:

- 1) Tapestry of Art & Music – 60 artists volunteered to create art on 8”x6” canvases, performance by the Achill Choir Society
- 2) Fall Festival Juried Art Show & Sale – Opening reception, Jurors Walk and Artists Market
- 3) 6 Open Member Shows and 3 Proposal Shows annually, opportunity for members to show their work at the Millcroft Inn
- 3) 4) Newsletters and press releases garnering excellent media coverage

Financial and Operating Challenges:

- 1) 2023 Operating Expenses - \$87,000
- 2) 1 part-time staff 3 days/week
- 3) Depend on Volunteers for most of the work, fewer are available
- 4) Artists are required to gallery-sit but many have time restriction for personal reasons as well as to create art
- 5) No stable source of funds

Revenue Sources:

- 1) Sponsorship Donations
- 2) Art Sale Commissions
- 3) Annual Membership Fees
- 3) 4) Grant Applications:
 - 3) - MACG grant budget
 - 4) - Town's MACG grant 2024 - \$3,000
 - 5) (down from \$5,000)

Revenue Sources:

Municipal, Agricultural and Community Grant (MACG)			
Arts & Culture Organization Support			
		2024	2023
Total Budget		167,000	167,000
Total Grants for Arts & Culture organizations		14,907	24,290
Percentage for Arts & Culture		8.9	14.54
Headwaters Arts grant		3,000	5,520

Caledon's Expenditures on Arts & Culture:

- 1) Humber River Centre in Bolton
- 2) Culture Days by Town Staff
- 3) The Library – Artful Caledon
- 3) PAMA in Brampton:
 - 3) 2023 - \$352,884

Three Requests:

1) Request 1:

Set up a specific grant program for Arts & Culture organizations

2) Request 2:

2) Increase the Arts & Culture grant program budget

Example of a Dedicated Arts Grant:

London, Ontario (population 608,343)

“Community Arts Investments Program” for visual and performing arts has set aside funds of \$777,500 or \$1.28 per resident.

Equivalent Arts Program for Caledon would be \$106,240 vs. the current \$14,000.

Third Requests:

Fund a fulltime Gallery Coordinator for Headwaters Arts
- \$45,000

BENEFITS OF SUPPORTING THE ARTS:

Arts unify communities

Arts improve individual well-being and mental health

Arts have social impact

Arts drive tourism and revenue to local businesses



Headwaters arts

Thank You!